P.A.G.E. Analysis of Professional Journal Article

Analysis of your professional journal article will prepare you to read similar texts in your major and to write your own professional genre for our class.

**PURPOSE**

1a. Please write at least one sentence from your article

READ THIS FIRST: Most academic research writing is **problem-based**. To identify the purpose of your article, look for a statement of the problem for study. Usually you’ll find it in the first few paragraphs, often in a sentence that begins with “But,” or “However” and creates a contrast with previous research (for example, “Previous research has…. However, it has not yet explored….”).

that sums up its purpose.

This chapter explores as a case study the long-term potential of Google+ and analyzes its ultimate viability as a full social media competitor rather than a niche player.

1b. In your own words, what is that purpose?

I think the purpose is to compare Google+ and Facebook but give Google+ a better name while doing it.

**AUDIENCE**

2a. Please write at least one sentence from your article that indicates its audience.

READ THIS FIRST: Academic research writing has different audiences, depending on your major. Usually that audience is identified in the first few paragraphs (for example, “Education researchers have long been interested in….”) but sometimes the audience is implicit (not stated directly).

Media researcher dana boyd defines social media as, “as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system”

2b. In your own words, who is the audience?

I think the audience is not only media researchers but also all social media users.

**GENRE**

3a. **Evidence** – What counts as evidence in this article?

READ THIS FIRST: In different majors, there are important differences in what counts as evidence, how a text is organized, and what kinds of language it uses. To find these differences, you will have to skim through the whole of your article.

How do you know?

(For example, are there statistics about the effects of a drug? Transcripts of classroom interactions? Quotes from interviews?)

The article includes many different forms of evidence. There are dates, statistics and even graphs in the article. These all count as evidence because they help prove the point using data.

3b. **Organization** – Are there sections/headings in this article? If so, list them below. If not, read the first sentence of each paragraph and try to identify shifts from one section to another.

(For example, there might be a section that gives background about prior research, and another that describes results or findings of this article).

Introduction

Brief history of social media

Social media today

The Facebook story

The Google story

Discussion

Endnotes

3c. **Style** – Are there specialized vocabulary words or sentence structures in this article that are particular to your major? Give an example.

(For instance, Education uses terms like “differentiated instruction,” abbreviations like “IEP,” and sometimes uses passive voice “Research was conducted…”)

Media Researcher